

Message Text

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TAGS: BEXP, UR

SUBJECT: MARKET RESEARCH PROGRAM FOR USSR AND EASTERN EUROPE

USDOC FOR BEWT/DOWNEY

VIENNA FOR EWTC

REF: VIENNA 4090

1. WE BELIEVE MRO WHELAN'S COMPREHENSIVE MARKETING SURVEY WILL PROVIDE VALUABLE BASIS FOR PLANNING MARKET DEVELOPMENT ACTIVITIES IN USSR. ITS VALUE STEMS FROM MRO'S SYSTEMATIC, COMPREHENSIVE APPROACH, WHICH PERMITS PROGRAM PLANNERS TO COMPARE EFFICACY OF EXPORT PROMOTION ACTIVITIES IN DIFFERENT PRODUCT CATEGORIES. TWENTY-THREE MARKETING PROFILES COMPLIE USEFUL BACKGROUND INFORMATION WHICH CAN BE USED TO JUSTIFY, PLAN AND RECRUIT SHOWS AND OTHER EVENTS. SUGGESTED PROGRAM OF EVENTS HAS ALREADY INFLUENCED OUR RECOMMENDATIONS FOR COMMERCIAL OFFICE ACTIVITIES IN FY 1976.

2. WE DO NOT QUARREL WITH "MARKET POTENTIAL" APPROACH, WHICH
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STRIKES US AS MOST SENSIBLE WAY OF APPROACHING MARKET

DEVELOPMENT PLANNING. IT IS , OF COURSE, POSSIBLE TO QUESTION MRO'S ESTIMATES OF SOVIET IMPORTS OVER NEXT FIVE YEARS, BUT WITHOUT ACTIVE GOSPLAN COOPERATION (WHICH WE DO NOT ANTICIPATE) IT WOULD BE IMPOSSIBLE TO AVOID ESSENTIALLY SUBJECTIVE ESTAIMTES BASED ON PUBLISHED INFORMATION AND INTERVIEWS WITH WEATERN MARKETING SPECIALISTS AND SOVIET OFFICIALS -- THE TECHNIQUE MRO USED. USE OF PRE-SUMMIT YEARS 1969, 1970 AND 1971 IN CALCULATING AVERAGE US MARKET SHARE DEFLATES RESULT AND INFLATES MARKET POTENTIAL INDEX, BUT THIS FACTOR DOES NOT INVALIDATE COMPARISONS BETWEEN PRODUCT CATEGORY INDICES.

3. MRO'S POLICY RECOMMENDATIONS WARRANT CONSIDERATION. WE DO NOT FEEL THAT WESTERN EUROPEAN REPRESENTATION IS NECESSARY FOR ALL FIRMS IN VOSIT MARKET, BUT THIS MAY BE BEST SOLUTION WHERE AFTER-SALES SERVICE IS REQUIRED. THOUGHT SHOULD BE GIVEN TO DEVISING EFFECTIVE REP-FIND SYSTEM FOR USSR AND EASTERN EUROPE. FINALLY, WE AGREE THAT BEWT/TDAD SHOULD ENCOURAGE FIRMS TO STAGE BSP'S IN COMMERCIAL OFFICE FOR HIGH-PRIORITY PRODUCTS SURVEY IDENTIFIED.

4. IF SURVEY IS TO BE PUBLISHED, REVISIONS WILL BE NECESSARY AS SOME SECTIONS ARE BASED ON INFORMATION (E. G. OBR 74-01, "TRADING WITH THE U.S.S.R.") WHICH IS ALREADY OUTDATED. WE ARE GIVING PROMISED COPIES IN PRESENT FORM TO MINISTRY OF FOREIGN TRADE, HOWEVER, WITH CAVEAT THAT TEXT EXPRESSES MRO'S VIEWS AND IS SUBJECT TO REVISION.

5. SURVEY'S VALUE WILL DIMINISH WITH TIME IF IT IS NOT UPDATED. AS FORMAT MAKES REVISION RELATIVELY EASY, WE HOPE THAT ARRANGEMENTS CAN BE MADE EITHER IN VIENNA OR WASHINGTON FOR PERIODIC UPDATING.

6. OUR THANKS AND CONGRATULATIONS TO MRO WHELAN FOR HIS EXCELLENT WORK.
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